

Pitch Anything

by Oren Klaff

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

⁰¹ **Rewrite your first 90 seconds**

Start with stakes and contrast, not background. Script one opener that challenges a common assumption in your market and practice it until it sounds effortless.

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⁰² **Run a frame-control rehearsal**

Have a colleague interrupt your pitch with status tests and objections. Train calm responses that protect your frame without becoming defensive.

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⁰³ **Build your STRONG one-pager**

Draft one paragraph each for Set, Tell, Reveal, Offer, Nail, and Get. Keep every section tight enough to deliver in under 12 minutes total.

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⁰⁴ **Switch from features to prize language**

Replace feature-heavy lines with selective-access language: who this is for, who it is not for, and what standard is required to qualify.

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⁰⁵ **Install a real decision window**

For your next live pitch, define a concrete follow-up deadline and decision criterion before you end the meeting. Avoid open-ended 'circle back' language.

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⁰⁶ **Collect and map objections by frame type**

Track objections for 10 pitches and label each as status, time, risk, or authority. Use the pattern to preempt the top two objections in your next opener.